PB82-155490

Guidance on I/M Public Awareness Budgets

(U.S.) Environmental Protection Agency
Ann Arbor, MI

Dec 81

U.S. Department of Commerce
National Technical Information Service
NTIS.

PB82-155490

EPA-AA-IMS-81-25

GUIDANCE ON I/M PUBLIC AWARENESS BUDGETS

December 1, 1981

Rocco De Pietro, Ph.D.

Emission Control Technology Division
Office of Mobile Source Air Pollution Control
Office of Air, Noise, and Radiation
U.S. Environmental Protection Agency

REPRODUCED BY
NATIONAL TECHNICAL
INFORMATION SERVICE
U.S. DEPARTMENT OF COMMERCE
SPRINGFIELD, VA 22161

TECHNICAL REPORT DATA
(Please read Instructions on the reverse before completing)

1. REPORT NO.	2.	3. RECIPIENT'S ACCESSION NO.
EPA-AA-IMS-81-25		PB82 155490

4. TITLE AND SUBTITLE	5. REPORT DATE
Guidance on I/M Public Awareness Budgets	December 1, 1981
	6. PERFORMING ORGANIZATION CODE 028042

7. AUTHOR(S)	8. PERFORMING ORGANIZATION REPORT NO.
Rocco DePietro	

9. PERFORMING ORGANIZATION NAME AND ADDRESS	10. PROGRAM ELEMENT NO.
Same as 12.	11. CONTRACT/GRANT NO.

12. SPONSORING AGENCY NAME AND ADDRESS	13. TYPE OF REPORT AND PERIOD COVERED
U.S. Environmental Protection Agency Office of Mobile Source Air Pollution Control Emission Control Technology Division Ann Arbor, Michigan 48105	Technical
	14. SPONSORING AGENCY CODE

15. SUPPLEMENTARY NOTES

16. ABSTRACT

The Public Awareness Guidance for Inspection and Maintenance Programs issued by EPA in January 1981 discusses in considerable detail a step-by-step process for developing a public awareness plan. An important part of that planning process includes the development of a viable budget. The budget should be prepared to ensure that funds are spent in accordance with public awareness goals and plans; that proposed activities are supported at sufficient funding levels to achieve their objectives; and that funds are allocated to maxime their potential cost-effectiveness.

This guidance is intended to assist state and local agencies to identify the typical items that could be included in their annual I/M PA budget. It provides explanation of these items and a typical range of costs for them based on the experience of planned or operating programs around the country, and on estimates provided by ad agency representatives. A sample I/M public awareness budget is also included.

17. KEY WORDS AND DOCUMENT ANALYSIS

a. DESCRIPTORS	b. IDENTIFIERS/OPEN ENDED TERMS	c. COSATI Field/Group
Automobiles Budgeting Inspection Maintenance Planning Programming	Inspection/Maintenance Public Awarness Budgets	

18. DISTRIBUTION STATEMENT	19. SECURITY CLASS *(This Report)*	21. NO. OF PAGES
release unlimited	unclassified	13
	20. SECURITY CLASS *(This page)*	22. PRICE
	unclassified	

EPA Form 2220-1 (9-73)

Table of Contents

		Page
I.	Introduction	1
II.	Budget Development Process	1
III.	Budget Categories - Content and Structure	2
IV.	Budget Categories - Estimated Costs and Explanations	5
V.	Budget for the Life of the Program	10
VI.	Sample of I/M Public Awareness Budget	12

I. INTRODUCTION

The Public Awareness Guidance for Inspection and Maintenance Programs issued by EPA in January 1981 discusses in considerable detail a step-by-step process for developing a public awareness plan. An important part of that planning process includes the development of a viable budget. The budget should be prepared to ensure that funds are spent in accordance with public awareness goals and plans; that proposed activities are supported at sufficient funding levels to achieve their objectives; and that funds are allocated to maximize their potential cost-effectiveness.

This guidance is intended to assist state and local agencies to identify the typical items that could be included in their annual I/M PA budget. It provides explanation of these items and a typical range of costs for them based on the experience of planned or operating programs around the country, and on estimates provided by ad agency representatives. A sample I/M public awareness budget is also included.

II. BUDGET DEVELOPMENT PROCESS

Planning and budgeting should be part of a single integrated process. Planning decisions must take into account budgetary opportunities or constraints to ensure that the plan can be implemented, just as budget decisons must take into account basic program requirements. The ultimate cost-effectiveness of a plan hinges on whether this integration is achieved.

The planning process for the I/M public awareness program should result in identification of resources, products and activities that will be needed to meet program objectives. In the budget process, a cost is assigned to each. After the basic I/M Public Awareness plan has been developed, the following steps should be considered in developing a budget.

Step 1: Account for all personnel resources that will be required to implement the I/M public awareness plan, such as the I/M public information officer, a person to staff the hotline (it is assumed that support from other program staff members is available), and a full-time or part-time secretary. Some of these costs might be carried by the organization's general operating budget. Also, it is useful to determine whether any volunteers might be available to assist in implementing aspects of the I/M public awareness program, thus reducing the need for in-house staff. Estimates may also be needed for overhead costs for personnel depending on individual state or local budgeting procedures.

Step 2: Make a list of all the proposed I/M public awareness products and activities that are planned for the year. Products can include pamphlets, TV and radio spots, newsletters and slide shows. Activities can include special events such as "Clean Air Week" or "Car Care Month", media campaigns to educate motorists about clean air issues, and public opinion surveys to measure public attitudes about clean air, motor vehicles and I/M.

Step 3: Determine which of these products and activities can be accomplished with existing staff and materials, or are already available elsewhere. This latter step will help to avoid duplication of effort. Also, determine whether

any local business, TV or radio station or interested groups will assist in providing services free of charge, e.g., develop a poster or PSA. A personal visit here might prove very profitable.

Step 4: Identify the detailed costs associated with each specific product and planned activity to be developed. For example, for products such as radio or TV spots, it is important to consider: approximately how many will be needed, length (30 or 60 seconds), color (black/white or multi-color), graphics or actors, and production and printing requirements. Often a budget item will have to be "researched" to obtain the most accurate cost estimates. It could mean telephoning a few professional firms to obtain data on costs for producing TV and radio spots; or calling printers to obtain up-to-date figures on the costs for publishing a monthly newsletter. Only in this way will a budget be developed that is realistic and highly cost-effective. Don't forget to add in money for travel and consultants, if needed.

Step 5: Organize the budget into categories, in accordance with your agency procedures, for convenient review. Typical budget categories will include personnel, equipment, supplies, travel, and subcontracts. Include the estimated costs of every major item under each category and summarize the results.

This approach should be used to estimate the financial needs of the I/M public awareness program. However, some public awareness officers might initially be presented with a total budget amount from which to work and be asked to develop their public awareness plan accordingly. There may also be times when an unexpected reduction in available funding forces public information officers to modify their plan. In these cases, they must make hard choices among a variety of important program options. This will often mean eliminating or scaling down certain activities or products. The task will be to make the necessary program adjustments while preserving the overall quality of the public awareness program. An initial detailed budget will make these decisions somewhat easier. Ultimately, budgets must represent a realistic balance between what activities are needed and what funding is available to accomplish program objectives.

III. BUDGET CATEGORIES - Content and Structure

Items that should be included in an annual budget for an I/M public awareness program include: personnel (e.g., public information officer, clerical assistants, etc.); equipment (e.g., audio-visual, etc.); materials and supplies (e.g., paper, envelopes, film, etc.); travel (e.g., connected with mobile van demonstrations, meetings, etc.); subcontracts (e.g., products and/or services to be provided by consultants or public relations firms, polling firms, printers, etc.). Direct expenditures should be separated from any I/M program management costs, i.e., the costs of administering the total I/M program.

1. Personnel

The budget should include estimated costs for all personnel necessary to plan and implement the I/M public awareness program; the salary for the full-time

or part-time I/M public awareness officer; and any clerical, secretarial or other staff assistance that is provided on a continuous or long-term basis to the public information officer. The time that top managers or their assistants spend administering the I/M public awareness program is not usually charged to the budget. This time, which could include preparing and negotiating service contracts, exploring new sources of funding for the program, and reviewing new program initiatives, is more often covered by the total I/M program's general operating budget. Personnel costs associated with vacation time, sick leave, insurance, retirement or other benefits may also have to be included depending upon the budgeting procedures of the state or local agency.

2. Equipment

I/M public awareness officers will often have access to the equipment needed to plan and implement an I/M public awareness program. Such equipment might include slide projectors, cameras, tape recorders, and other audio-visual equipment. Very likely equipment will not be needed to produce most public awareness materials. The production of these materials is usually left to specialists such as printers and audio-visual experts. However, there might be instances where the purchase of new equipment is appropriate. For example, a slide projector with audio capacity might be needed for presentations, a tape recorder to record an exclusive interview, or another telephone line for a busy "hotline." Whether equipment should be purchased or consigned to a program for a certain time period will depend on the amount of use it is expected to receive.

3. Materials and Supplies

The costs of supplies are often underestimated; they can be quite substantial. Consider the costs of first class mailings to thousands of motorists or to members of the service industry. Other supplies needed to develop informational materials, such as film and tapes, should also be included in the budget.

4. Travel

The budget item for travel is often overlooked. Travel funds should be set aside for outreach activities in different locations around the state, to attend professional meetings at which I/M is discussed, or to accompany a demonstration van.

5. Subcontracts

It is likely that the PA staff will require assistance in implementing some aspects of its public awareness program. Printers will be needed to print the basic I/M pamphlet and other materials; a public relations firm might be needed to help plan a media campaign or to design and produce radio and TV spots; a polling firm or group, such as a university research center, might be hired to determine public awareness about air quality and I/M, or to evaluate the effectiveness of I/M public awareness activity; and a public interest group, such as a lung association or environmental organization, might be needed to assist with various parts of a public awareness campaign such as

Clean Air Week. Contracts, grants, purchase orders and other financial arrangements can be used to obtain these services.

The evaluation of I/M public awareness activities can be done in-house or by outside consultants. In-house evaluation, such as reviewing the local press for stories and editorials favorable or unfavorable to the I/M program, seeking feedback about the I/M program at public meetings and workshops, and surveying motorists at inspection lanes, can be done relatively simply, cheaply and quickly. In-house expertise might not always be available, however, to research thoroughly certain issues, e.g., the information needs of specific target audiences or the effects of a major I/M public awareness campaign. In such instances, it is advisable to hire a consultant (research firm) if resources permit. While they can be quite expensive, (see Section IV), these firms can provide timely, high quality assistance.

IV. BUDGET CATEGORIES - Estimated Costs and Explanation

Items included in the estimated Public Awareness budget should be explained and justified. They should be consistent with those items scheduled in the public awareness plan. The purpose and importance of each item should be made clear and its cost estimated as closely as possible. There will be considerable variation in the costs for some budget items due to numerous factors that are outlined below.

Table 1

Budget Item	Explanation	Estimated Cost
PERSONNEL COSTS		
Public Information Officer (PIO)	Plan, coordinate and implement I/M public awareness program	$15-25,000 per year (depending on experience and qualifications)
Assistant PIO	Assist PIO in planning, coordinating and implementing I/M public awareness program	$10-20,000 per year (depending on experience and qualifications)
Clerical Assistants	Assist I/M program staff	$4-7 per hour
Person to Staff I/M Telephone HOTLINE	Respond to questions and complaints about the I/M program	$10-15,000 per year (depending on experience and qualifications)
EQUIPMENT		
Audio-Visual Equipment	Used for giving presentations to various groups about I/M	$200-1500 Varies greatly depending on make, quality and accessories
Telephone HOTLINE	Used for responding to motorists' questions and complaints	Hookup, monthly phone rate, plus long distance calls. (Toll free 1 year service for two lines in the Seattle, Washington metropolitan area averages $9,000)
Mobile Van	Used for I/M demonstrations in urban areas	$15-30,000

Budget Item	Explanation	Estimated Cost
MATERIALS AND SUPPLIES		
Film, Envelopes, Paper, etc.	Used for correspondence and outreach	Approximately 1-2% of total budget, plus stamps or bulk rate mailing fees (unless cost of mailing is absorbed by the state agency)
TRAVEL		
	To accompany an I/M demonstration van; attend workshops or meetings; and media tour to explain I/M program to editors.	$40-60 per day for room and board; 15-20 cents per mile plus air fare plus incidentals, e.g., taxi, phone (depending on agency travel policies)
SUBCONTRACTS		
Printers		
Pamphlet	To inform the public about air pollution from motor vehicles and I/M, testing procedures, and what happens if vehicles fail the test. To be distributed primarily through participating emission inspection stations, DMV mailings of annual registration, at special events and included in briefing kits.	2-20 cents per copy depending on camera ready copy, artwork, materials, cover, and quantity.

Budget Item	Explanation	Estimated Cost
Poster	To promote vehicle maintenance and emphasize program theme such as "Don't exhaust our clean air". To be distributed and displayed at inspection and gas stations, some schools and DMV offices. The poster could be in two colors. The design of it could be based on the winning entry in a poster contest.	3-30 cents per copy depending on camera ready copy, size, number of colors, materials, and quantity.
Bumper Stickers	To emphasize program theme and show public support for I/M, i.e., "I passed it" (Auto emission test) To be distributed during voluntary and mandatory testing and special events.	2-20 cents per copy depending on camera ready copy, size, artwork, number of colors, materials, and quantity
Briefing Kit (folders)	An "I/M folder" to contain materials about the program, used for the speakers bureau and at meetings to brief media editors and other officials.	20 cents to $1.75 each depending on camera ready copy, size color, materials quantity and fold.
Buttons	To show public interest or support for the program. e.g., "I'm for I/M" Giveaways at state fairs, clean air week, etc.	3-25 cents per item depending on camera ready copy, size, materials and quantity.
Newsletter	To keep interested parties informed about the program's progress. Should be mailed at bulk rate, and be printed if possible from camera-ready copy.	3-25 cents per copy depending on camera ready copy, size, number of pages & artwork (photos and illustra-

Budget Item	Explanation	Estimated Cost
Billboard	To draw attention to a major program theme such as "Tune-up for Clean Air and Save Gas Too!"	$400-500 for creative design, $75-100 for materials, $35-40 for each posting, $50 for silkscreening each poster; rentals range from $100-3000 per month per unit depending on location.
Public Relations (PR) Firm		
	Hired to develop radio and TV spots; assist in designing pamphlet, bumper sticker and briefing kit cover; also provide professional guidance in media campaign.	$35-75 per hour, with most fees ranging from $40-60; daily rates range from $75-500, depending on firm experience, but can also contract for a week, a month or longer at a lower rate.
	Before committing to a PR firm for any service, determine which products can be accomplished in-house. With respect to the production of radio and TV spots, seek free-of-charge spot production service from TV and radio stations editors. If public figures are desired to do spots, seek those who will donate their time for the benefit of clean air.	
Radio Spots	Messages to make people aware of the need for I/M and encourage public participation, e.g., "Let's drive air pollution out of our lives."	Product Preparation: $100-1,000 depending on length of script, and use of actors.
		Air Time (if paid for): $25-100 for 30 sec. spot, $50-200 for 60 sec. spot Rates depend on station, reach, timing, length of ads, ratings and other factors.

Budget Item	Explanation	Estimated Cost
TV Spots	Messages to make people aware of the need for I/M, and encourage public participation, e.g., "Let's drive air pollution out of our lives."	Product Preparation: $1000-5000 depending upon design, use of actors or animation, black and white or color and length of spot. Air Time (if paid for): $25-1800 depending on whether it's a local station, late at night or in the middle of prime time TV. Rates depend on station, reach, length of ads, ratings and other factors.
Press Ads	To announce the beginning of voluntary or mandatory I/M, location of emission testing sites, testing schedules and "hotline" phone number. Be sure to ask about the availability of a government agency discount rate--usually half price.	Placement Cost: Display advertising quarter page ad (33 inches) $360-2200 depending on size and placement, number of days appearing, and whether a daily or weekly newspaper.
Research or Polling Firm		
Public Opinion Survey	Hired to develop a questionnaire and/or conduct surveys to assess informational needs of specific target audiences, to determine public attitudes toward I/M, or to assess the effectiveness of the public awareness program.	$10-25 per telephone interview; $25-75 for face-to-face interviews, $5-15 for mail interviews. Depending on questionnaire development, length of survey, methodology used, and firm experience.
Special Events		
(Grants with Lung Assoc. or Other)	To promote public awareness and participation in yearly events, e.g., "Clean Air Week" or "Car Care Month".	$1500-5000 depending on agreement for services, products, and duration of activity.

V. BUDGET FOR THE LIFE OF THE I/M PROGRAM

The costs for an I/M public awareness program will not be the same for each year in the life of the program. Usually, most money is spent during the first year, particularly during the six months before program start-up. During this phase, all motorists need to be made aware of program details, as well as when and where to take their car for inspection. Major budget items would likely include: personnel costs for the public information officer, his or her assistant, a person to operate the "hotline" and possibly some clerical assistance; production of a pamphlet, newsletter and some high quality PSAs for radio and TV; and a survey to determine the public's knowledge and attitudes about I/M.

During subsequent years, the cost of the I/M public awareness program should decrease as motorists learn about the program and understand what is expected of them. However, the cost of I/M public awareness will not entirely diminish. Evaluation studies should be undertaken to address special program needs or to improve program effectiveness. Also, funds should normally be set aside for continuing special events. In general, the second year's budget should be about half of the first year's, with major reductions occurring in material design, production costs, and contract services. The budget would likely include, however, some funds for the printing of the newsletter and reprinting of the pamphlet. The third year's budget should be about the same as the second year's with activities receiving the same level of emphasis and funding.

VI. SAMPLE I/M PUBLIC AWARENESS BUDGET

In developing this sample I/M public awareness budget, certain assumptions have been made regarding the inclusion and emphasis of specific products and activities.

1. The budget is for the first year of program operation in a metropolitan area (four counties) with a population of about 500,000. The area has both CO and ozone air quality problems.

2. Personnel: The lead agency will hire a full-time public awareness officer to run the I/M public awareness program and an assistant to handle the hotline. No qualified staff persons are available from within to fill these positions. Clerical and secretarial services will be covered by the state's administrative budget. Whatever additional staff are required to administer the I/M public awareness program will also be covered by the state's general operating budget.

3. Equipment: Most equipment needed to implement the program will be loaned, free-of-charge, from the audio-visual unit of the state's environmental department. However, since a slideshow with audio capacity is needed for an extended period, a separate budget item is included. A new telephone

line will have to be installed to operate the proposed hotline. A mobile van will be borrowed for I/M demonstrations.

4. Supplies: This item covers general office supplies (pens, paper, envelopes, typewriter ribbons, etc.) and mailings of the newsletter and other informational materials (approximately 2% of total budget.)

5. Travel: Funds will enable program staff to attend an I/M workshop; accompany several van demonstrations in different parts of the state: and present I/M briefings. (State car will be used if available.)

6. Subcontractors: Contracts will be awarded to a printer, a public relations (PR) firm, a university research center and a public interest group for products and/or services that cannot be provided in-house. The printing services are for a monthly newsletter, a poster, a bumper sticker and fact sheets.

The newsletter will be prepared in-house, printed in black and white, consist of four pages, include only one or two photos or illustrations, be mailed out at bulk rate, and be printed from camera-ready copy. The pamphlet will be produced by the PR firm (5" x 11" folded to 5" x 3") and printed in two colors. The poster will be in two colors, the design of it based on the winning entry in a Jr. High School poster contest. Local TV and radio stations have agreed to produce and broadcast spots "free-of-charge" as public service announcements (PSAs). The public opinion survey will consist of 500 telephone interviews only; with a minimum of 14 questions (4 on air quality, 4 on sources of pollution, and 6 on I/M). The Special Events, a Clean Air Week in mid-May, and a Car Care Month in October, will be accomplished by the American Lung Association. Press ads will be prepared in-house and placed in the four major daily newspapers within the four counties for the purpose of announcing the voluntary and mandatory start-up period. (A quarter page ad--33 inches--two times a week for a two week period).

Table 2
Sample I/M Public Awareness Budget
(First Year of Program Operation)

PERSONNEL	
Public Information Officer (PIO)	$20,000
Assistant PIO (for HOTLINE)	$14,000
EQUIPMENT	
Slide projector with audio	450
Telephone HOTLINE (1 tollfree line)	3,000
MATERIALS AND SUPPLIES	
Office supplies and franking privileges (at about 2% of the budget)	1,500
TRAVEL	
To accompany I/M demonstration van (20 locations mileage and maintenance)	400
To give presentations to groups and meet with local editors--25 meetings (mileage for private auto only)	200
SUBCONTRACTS	
Printing	
Newsletter, prepared in house, camera ready copy (2,000 copies @$.05 each for 12 months)	1,200
Fact Sheet, prepared in-house (4,000 copies @$.05)	200
Poster (1,000 copies @$.05)	50
Bumper sticker (50,000 copies @$.025)	1,250
* PR Firm	
Pamphlet (design and production)	300
(300,000 @$.03 for printing)	9,000
Briefing Kit Folders--(design and production)	200
(1,000 copies @$.25 for printing)	250
Research or Polling Firm	
Public Opinion Survey (500 interviews @$10)	5,000
Press Ads (4 newspapers, 2 times a week for 2 weeks @$260)	4,160
Special Events	
Clean Air Week (mid-May)	
Car Care Month (October)	3,000
TOTAL	$64,160*

*The reason for the somewhat moderate one-year budget amount is assumption that the TV and radio spots would be produced and broadcast "free-of-charge".